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Advertorial



A New Way to Invest in Your Next Home **AlMarasem Development launches innovative unit-ownership plan** *"Partners, not Only Clients"*

Driven by its integration-based growth strategy, AlMarasem Development announced the launch of its latest real estate investment plan, "Partners, not Only Clients" complementing Fifth Square, its inaugural real estate project launched in Cairo's Fifth Settlement in 2017 whose first phase is scheduled for delivery in 2020. This cutting-edge investment plan leverages security as well as short, medium and long-term profitability if buyers purchase these units as an investment.

AlMarasem considers luxury residential compounds offering first-rate services an ideal investment opportunity, owing to higher returns from resale or high rental yields. The high value of capital needed may prevent clients from investing in high-return real estate assets, but AlMarasem's 'Partnership' plan successfully overcomes this challenge with lower capital requirements.

Investors cover the partnership cost by paying 50 percent of the unit value, while AlMarasem for Asset Management owns the remaining half. AlMarasem's ownership of a 50 percent stake of the project makes it a solid investment partner with a focus on asset acquisition, development and management. By partnering with AlMarasem for Asset Management, investors thus become stakeholders in a high-return project valued at over EGP 1.4 billion.

There are several benefits to such an investment strategy. First, is the payment of 50 percent of the unit's value in four-year installments. This relieves the financial burden on investors. The second benefit is that the buyer is investing in an exclusive asset located within the premises of the Golden Square in New Cairo close to residential, business and commercial clusters guaranteeing. This ensures a high rate of return.

Another benefit is that AlMarasem for Asset Management opens doors to investing in mega projects for investors with limited liquidity and investment experience. Meanwhile, delivery of the "in-partnership" unit within specified timelines is guaranteed, not just, by AlMarasem Development's renowned reliability but also its 50 percent unit stake.

Additionally, the resale of the investors' 50 percent ownership in the units is allowed before or during delivery at fair market price. This price is anticipated to appreciate by 10 percent to 15 percent annually because of the complex's impeccable service standards, which are among local and international investors' preferred assets. Also, the plan's flexibility allows investors to sell, rent or buy the remaining 50 percent of the unit upon delivery. It will be priced the same as the contractual value.

AlMarasem Development sees that its "Partnership" plan will help rejuvenate the Egyptian real estate market by addressing the rise in supply versus demand, which is fueled by the large volume of developer-led projects using lucrative pricing and extended payment plans to appeal to clients.

For investors, AlMarasem Developments' track record in the market, spanning over 22 years, makes it a trusted investment partner and developer. The company's commitment and credibility will continue to underpin its real estate investment projects.

In line with AlMarasem Developments' integrative vision the company launched its new project, Lake Residence, within its Fifth Square development, providing clients with the highest quality finished units fully equipped with ACs and appliances.

Lake Residence's serviced-units offer exclusive luxury services and benefits including a fresh man-made lake surrounded by two beaches with North Coast sands; sports and entertainment facilities featuring courts, a running track, a gym as well as restaurants, coffee shops, a children's nursery and play area, high speed internet and parking garages.

Services including housekeeping and security are provided by international operator ensuring operational efficiency. A centralized unit caters to reservations and bookings, and administrative service providers handle rent management. Ultimately, Lakeside Residence guarantees an exclusive experience with unparalleled benefits for the most discerning residents and investors.